



Outreach and Recruitment Strategies

OHHLHC Grantee

Program Manager's School

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Orlando, Florida

City of Phoenix

Neighborhood Services Department

- Yolanda Martinez, Project Manager
- Past Experience: 5 LHC & 1 HHDP Grant
- Current: 1 LHC, 1 ARRA LHC and HHDP
- Outreach and Recruitment Strategies:
 - Community and Political Landscape
 - Challenges and Opportunities
 - Kick it in gear and go



Reconnaissance

- Census/Planning data
- Neighborhoods
 - Issues
 - Leaders
- Political Climate
 - Focus groups
 - State and Local
- Network
- Identify Friends



Challenges

- Skepticism
- Fear
- Commitment
- Family issues
- Trust
- Follow Through



Opportunities

- Build:
 - Versatile Team
 - Strong Network
 - Capacity
 - Resources
- Devise:
 - Simple messages
 - Aggressive outreach
 - Smart systems
 - Secret Weapon.....



Secret Weapon

- Oozes trust
- Knowledgeable
- Communicator
 - Client base
 - Professionals
 - Media
- Resourceful
- Tenacious
- Genuinely cares
- Don't steal her!!!!



Get it in Gear and Go....

- Door to door campaigns in target areas
- Community and health events
- Foster frequent communication with partners and network - BBLS
- Accept help from colleagues, others



...Go, Go, Go...

- Computer lists, GIS, ADHS
- Advertise: Banners, newsletters, FBO/CBO, Media
- Code Enforcement referrals
- Head Starts and schools in TA's
 - Post flyers –Talk to parents, staff
- "Stalk" the neighborhoods

Don't Stop....Ever

- Build the culture
- Talk the talk
- Walk the walk
- Be ready and flexible to change
- Make your own opportunities
- "Steal" ideas
- Develop secret weapons

Phoenix Lead Heads

